

**PRODUCTION & CREATIVE
SERVICES COST ESTIMATE**



16/F Two World Square
McKinley Hill, The Fort
Taguig City, Philippines
Tel.: 856-7888

Fax: 856-9316

CLIENT: **Jollibee Foods Corp.**
 BRAND: **Jollibee**
 PROJECT: **PR Awards APAC & Tambuli Awards 2024 - Entry Packaging & Submission**
 C.E. NO.:

Jollibee-PR	2024	26
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 DATE:

4	April	2024
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**Jollibee Foods Corp.
PR Awards APAC & Tambuli Awards 2024 - Entry Packaging & Submission**

	NET	(DUE RIPPLE8)	(DUE JOLLIBEE)
I. PRAWARDS: PROJECT BECKINSALE			
<u>Yumburger: People's Choice</u>			
A. Entry Fee	35,000.00	17,500.00	17,500.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements <i>*to be entered to the Influencer Marketing category</i>	5,000.00	2,500.00	2,500.00
II. PRAWARDS: PROJECT COOPER			
<u>Make it Christmas with Jollibee Joy Campaign</u>			
A. Entry Fee	35,000.00	17,500.00	17,500.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements <i>*to be entered to the Integrated Marketing category</i>	5,000.00	2,500.00	2,500.00
III. PRAWARDS: PROJECT COOPER (TRADE)			
<u>Joyful Christmas Stores Launch</u>			
A. Entry Fee	35,000.00	17,500.00	17,500.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements <i>*to be entered to the PR Event category</i>	5,000.00	2,500.00	2,500.00
IV. PRAWARDS: PROJECT CURTIS			
<u>I Am A Chickenlover Fan Meet</u>			
A. Entry Fee	35,000.00	17,500.00	17,500.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements <i>*to be entered to the Customer Loyalty category</i>	5,000.00	2,500.00	2,500.00
V. TAMBULI: PROJECT COOPER			
<u>Make it Christmas with Jollibee Joy Campaign</u>			
A. Entry Fee	33,000.00	16,500.00	16,500.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements <i>*to be entered to the Tambuli Origins or Family-Centered Brand category under the Builders of Society cluster</i>	5,000.00	2,500.00	2,500.00
VIII. Advancing Fee (due Jollibee)			63,450.00
<i>Ripple8 to pay the entry fees and editorial services in advance</i>			
TOTAL NET	436,235.29	218,117.65	281,567.65
VAT (12%)	52,348.24	26,174.12	33,788.12
TOTAL GROSS	488,583.53	244,291.76	315,355.76

*Total cost will be split between co-entrants Jollibee and Ripple8.

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling to the amount of **PHP 315,355.76** within 30 days upon receipt of its official invoice.

COMMITMENT TO PAY:

This is to ensure commitment to pay Ripple8, Inc. **within 15 days upon receipt of the official invoice.**

PREPARED BY: S. TORRES	CHECKED BY: S. ANDAYA	APPROVED BY: DENNIS REYES
	NOTED BY: B. VITO	